

ABSTRACT OF THE DISCLOSURE

A method and system for selecting between or allocating among a plurality of alternatives is disclosed. The method for selecting between or allocating among the plurality of alternatives may include determining a risk tolerance for a user. A plurality of attributes related to the alternatives may be presented for selection by the user. At least one of ranking the alternatives or allocating among the alternatives may be performed in response to analysis of the plurality of attributes and the risk tolerance of the user.